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J. ALLAN ROSS
Commissioner



INTERVIEW WITH

Mr.J.E.Middleton on 30th May, 1923.

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COMMISSIONERS

W. D. GREGORY, CHAIRMAN M. J. HANEY LLOYD HARRIS J. A. ROSS R. A. ROSS

F. W. WEGENAST, LEGAL ADVISER J. H. W. BOWER, SECRETARY



Hydro Electric Inquiry Commission

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IMPERVIEW WITH MR. J. S. MIDDLETON,

30th May, 1925.

J. E. MIDDLETON Canadian Writer and Editor

an Writer and Editor 427 Gladstone Ave.,
TORONTO, 29th May, 1923.

MEMORANDUM For the Gregory Commission, re Services of J. E. Middleton with the Hydro-Electric Power Commission.

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On April 27th, 1920, I was asked to meet Sir Adam Beck at his office, and found him there in company with Mr. Lucas and Mr. Gaby. Sir Adam asked me to undertake the editing of The Bulletin and to do other publicity work as might be required. He offered me \$250. a month. I considered the salary inadequate but accepted the position because I was anxious to remain in Toronto where my spare time could be profitably used in "sidelines" and because I thought that it was a good thing to be connected with a large and growing organization. I expected, of course, that the appointment would be of a permanent nature, and a week after my appointment I declined to consider an offer to accept the editorship of a large Ontario daily newspaper.

Ten days after that offer was declined Sir Adam informed me that there was a conflict of opinion between the Commission and the engineers over The Bulletin and that it might not be possible to retain me in the service. Meanwhile I prepared a plan of continuous newspaper publicity and submitted it for consideration. It was approved and I remained in the service — but still on a temporary basis.

The plan was as follows: The thirty-eight daily newspapers in Ontario were arranged in four groups; forty weekly newspapers with a circulation exceeding 2,000 each were arranged also in four groups. I undertook to supply two signed articles per month for each group, which made 16 articles per month, and gave every considerable paper in the province an exclusive article every two weeks. These articles averaged about 500 words each. Once a month they were sent out in manuscript, the typing being done by Miss Keating's Department. Once a month they went out in stereotype mats and plates, at an average cost of about \$65. The mechanical work was done by The Woodstock Sentinel-Review at a very moderate fate. The total outlay for mechanical processes did not exceed \$800. a year. I maintained my own office and did not even have a desk in the Hydro Office.

As to the nature of these articles, I had only one instruction from the Chairman — that I was not to use his name. It was understood that I was to deal in general with the organization and progress of the institution. For a few weeks all articles were sent to the Chairman for his approval. Then he turned over the task of reading them to the other Commissioners, Mr. Lucas and Col. Carmichael. 427 Gladatone Ave., TOROMIO, 29th May, 1925.

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One one occasion exception was taken in the Legislature to one of these articles. I had a conference with Sir Adam and Col. Carmichael and assured them that I would write nothing of an embarrassing nature. I did not touch on the Radial issue—since there was a difference of opinion on it — and confined myself to a discussion of the Power Systems, their financial organization, the method of rate-making, the comparison between Hydro rates and the rates of Power Companies here and in the United States, the various campaigns of hostility organized by friends of the corporations, coal-saving and other economic advantages of the Hydro, and Municipal Ownership in general. A complete file of these articles can be found at the Head Office.

IRPERVIEW - MAT SOME, INCA

I handled two advertising campaigns for the Commission when the Balance Sheet of the Niagara Syxtem was printed in all Dailies, and last year I supplied the Canadian Press with a series of weekly articles summarizing the operating reports of all the more important municipalities.

About a month ago Mr. Ramsden met me on the street and said that he and Col. Carmichael did not want to be bothered reading the special articles. He said that when he mentioned the matter in the Board, Sir Adam said "If you are not satisfied why not let Middleton out?" Evidently they were agreed, for a few days later Mr. Pope wrote me terminating the engagement.

I am not willing to lie under the implication that the service was ineffective. During July and August of last year I kept track of the number of Special Articles used in the various newspapers and sent the report to Col. Carmichael. The average every two weeks during the period mentioned was 96 inches, or 1,344 lines. The average display advertising rate in dailies and weeklies used is 10¢ a line. Reading matter is invariably charged for at double the display rate. The space value of the material used every two weeks during last summer was \$268. If the Return was a fair average for the year (and I believe that it was) the value of the service to the Commission was \$6,968. a year, for which it paid \$3,800.

Generally speaking I devoted my mornings to the Hydro work and was free to use the afternoons in literary and historical activities. For that reason I valued the Hydro connection. I consider that the dismissal was without justification. I had no political relationships either on one side or the other; the engagement was a business one, and dismissal without notice and without a hearing is something to which I have not been accustomed.

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INTERVIEW - MAY 30TH, 1923.

THE CHAIRMAN:

Your service comes to an end this month?

MR. MIDDLETON:

Yes. - Roma your many arms of Rise Countries.

THE CHAIRMAN:

What did you pay the newspapers?

A - I paid them nothing except on those two advertising campaigns. Nothing was paid for the use of these articles. That was a rather sore touch with some of the newspapers. They refused to use them because we would not pay.

are commence unto contract contracts come contracts contracts.

Q - Did they hint they would like to have some money?

A - Yes. They thought they should have some display advertising.

Q - Did you have any connection with the radial cam-

A - No.

Q - During the Sutherland Commission did you send anything out about that?

A - I wrote a couple of articles about that time - that was before the question had crystallized as between the Government and the Commission -- before the Sutherland Commission report I wrote a series of articles on the nature of the evidence. There was an article about Mr. Gaby's evidence and one or two others of that nature. That was the only touch on that subject.

Q - And after you sent the articles out you sent copies to

the Commission?

A - Yes. After the article the manuscript copy came back to me, after it was printed, and those manuscript copies were turned over to Mr. Brookes. They have everything except for the first two or three.

Q - And have you dealt with this Inquiry Commission in your articles?

A - I have not even mentioned your Commission.

Q - I thought there was an article upon which Carmichael and Sir Adam did not agree?

MR. HANEY:

From a newspaperman's standpoint the best way to kill the prominent men is to leave them alone;

THE CHAIRMAN:

Is any other matter going out except what you send out. Does any go direct?

A - I do not know . The total

Q - Have you any reason to believe that any other matter is going out?

A - I haven't the slightest idea. I never inquired. I have never seen anything.

THE CHAIRMAN:

When a campaign is going on in a certain locality is there anything sent out. When the Cornwall campaign was going on did you send out articles?

A - No.

INTHEVISW - MAY SOTH, 1923.

THE CHAIRMAN:

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Q - Do you join forces and go out?

A - No. I have not even been notified that such a meeting was being held. I have never attended a Hydro meeting since I have been there.

Q - Have you any idea as to the reasons for the termination of your engagement?

A - I haven't, no, except as explained in that letter,

Q - Have you seen any of the Commissioners yet?

A - I have not even seen Sir Adam. I saw Mr. Pope. and I told him it was an unfair arrangement, but if they were satisfied it was their business.

Q - Have you any written instructions from the Commission?

NAME AND POST OF THE PERSON NAME AND POST OFF

A - No. sir.

Q - Have you got copies yourself of what you have sent

A - No, sir. I thought that filing was sufficient, but those could be obtained from Mr. Brookes.

Q - Did you have any conferences with the Commission from time to time?

A - Very very seldom; only in case of complaints. I would go for weeks without seeing any of the Commission.

Q - You did not get wuggestions as to what youshould write about?
A - No, msir.

Q - Did you write notes that appeared in the Hydro Bulletin?

A - I have never written a line for the Bulletin.

Q - Who writes the Bulletin?

A - I do not know, and a

Q - Do you know, Mr. Bower?

MR. BOWER:

the residence. There are made to their which is the I imagine Mr. White.

It is a technical thing. It is written by the engineers: MR. R. A. ROSS: a little propaganda with regard to stoves and that sort of thing but it is all technical stuff. Of course there are signed articles.

MR. GREGORY:

Would you write any of the advertisements?

A - Only the big ones of which I spoke. I wrote an Ad. for the Galt Reporter, I think it was last fall some time. That was the only thing of that nature. There is to the that had be all the

Q - What papers are you engaged on?

A - I am not engaged on any at the present time. For the past two years I have been writing an elaborate history of Toronto for the Thompson Publishing Company, New York, and occasional literary articles to the New York magazines and Toronto magazines, and I have had no connection with the newspapers except for that.

Q - Did you have any connection with the Ontario Municipal Association?

A - No, sir.

THE PERSON NAMED IN COLUMN 2 IS NOT THE OWNER, THE MR. J. A. ROSS: Where did you get your materials on which you based your articles?

> A - From the officials; from Mr. Pierdom and Mr. Gaby and Mr. Jeffrey of the Power Commission.

The of her aspect with my of - 6 world to the figure of the Angleon most mere for owner in and - a ave it rein to the terminant with the tree over the terminal from the swift - ? to some you was the a - I haven't, no, except as aminines in there letter, i - R on you were any od the Con invite sea were Man acol , where I will the moon neve to a sy I - I I bold also it was an allest caractered to but it they may note action ton a sustained the state of Protectes of and work manifestance measures you are equit - of 41.24 000 mm on dues area on dear to Mostary tologo for he on the 8:16 day, desire there are partied that the read it and a wall these cortains of the day of the Brooken. storil releation of the structure of the domain and the structure of the second tarib of orla A - For way saile : sit in case of complaints. o far notice and one series any of the Countries to of the sile of the of the minerappy out of it. The tile of A THE WAY TO A or post out to become open and the state of the contract AN --ACTIVE TO AND TOTAL OLDER SERVICE TO THE I TERFOLDED DES AUTION OF THE werd some of I am The small will got the late of a ? 11 50 d 11 sett i adiodical I the single of of furthering the ferror with home severa of region into account on all sell a is all took them as well some we are no signs head the al AND WELL AND tain califorbs ent to yes offer con L. .. and the elect I . Which I some give . I've ! The Driver of the state of the was the only thing of one carries The Dec give not the court tack - p . Death there were east to make he be payed that the temporal of word for gradual assessable to relative were ever i class our during The leaders were parely and a party of a street and your seasons. ing andisons of the series of fall will as et colour. The esti-A section of the comment of the section of the sect Explored circles out wit action and you am by aid --2001 100.22

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Q - Did you have any background or information or knowledge about Hydro before you undertook this work?

A - Nothing at all; I came in as a new man.

Q - And they gave you what they thought they wanted

covered?

A - No, it was hardly that way. When an article would be written it would be questioned. Some objection would be made to a certain article as not being the fact. Mr. Pierdon would have these facts, or someone else, and I would get the facts cleared in that matter. I went very closely into the Annual Reports and got pretty clear facts from them.

Q - But your copy was passed by the Commission who gave you

the information and in that way they guided?

A - They were signed articles, signed by me and not expressing anyone's views but my own. I made my own subjects and inquired from them about certain facts I was not clear about. They were my views as far as I was able to discover.

Q - I can't account for the fact that they should discontinue a campaign which is a free campaign and amounts to a column a week or every two weeks. If a private company got a column a week for nothing they would take it and never let go of it. It not only is very much better than display space, for which we pay, but it is free. It is the best stuff you can possibly buy and I can't see why they discontinued it. What is your own idea?

A - My own idea is, perhaps — at least Sir Adam told me — I have no right to say this — but once or twice he said. "I don't see many of those articles in the papers," and only from that I judge he may have thought they were not getting as much as they should get. I have no other reason to think — and it is because of that suggestion from him that I traced it up a couple of months just to see what would happen.

Q - Still that would hardly be a reason on his part for discontinuing it?

A - No.

Q - Anything at all would be better than nothing. If they had a column or two columns a week that would be better than nothing?

A - Yes.

THE CHAIRMAN:

N: What articles were those objected to in the Legislature?

A - I think they had reference to the earlier campaigns of the Chairman; I am not positive, I camnot recollect the exact article.

It was referred to by Mr. Dewart and read, and some objection was taken to it. Any way the Government thought they would be embarrassed if they would have to explain an article like that. I can't give you the trend.

THE CHAIRMAN:

You said sbjection was taken from time to time?

A - For example, some statement might be made that was at variance with the facts regarding the financial organization, or something of that sort, and there would be a query at the side, "You had better see Mr. Pierdon" or Mr. So-and-so.

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MR. HANEY: That was done before the article appeared? A. - Yes.

THE CHAIRMAN: You mentioned some objection was taken, was this after the b articles were published?

A - No. not after they were published, only one, that was the one in the Legislature. No objection was taken to it by the Commission and I think even Colonel Carmichael was satisfied.

Q - Did the Colonel read them all for a while?

'A - That is for him to say; I cannot say. I know they came back 0. K. An institution as large as then Hydro should have a regular publicity department just as any corporation of its size.

MR. J. A. ROSS: And buy their space? A - Buy some space.

MR. HANEY:

Do you think it is necessary when they are a monopoly? A - It may not be necessary except that it is a public institution and the people have a right to know what is going on.

MR. HANEY:

That is your view? A - Yes.

THENCHAIRMAN:

It would be educative? A - Yes.

MR. J. A. ROSS: And it costs money for newspaper display. This news. which is live news to everybody is also advertising and they should

> be paid for it? A - I don't see where they should be paid for all of it, but I should say that at regular intervals there should be some such expense as was incurred with reference to the balance sheet -- to print at certain intervals some advertising to keep the newspapermen satisfied.

MR. J. A. ROSS: You would pay for as much as was necessary to get the balance free?

A - Yes, that is the idea.

Q - In what papers did you publish the balance sheet? A - All dailies in Ontario and the Montreal Gazette. The Weeklies complained, but they did not get any advertising.

MR. J. A. ROSS: From the knowledge or the study of Hydro matters which you must have made would you say that it was necessary to have an establ lished medium of publicity to enable the people to realize what Hydro is doing and to get a better picture of what Hydro's real object?

A - I should think so. My view about it is that the general publicity about Hydro affairs is fragmentary and spasmodic; that the information comes out in the course of political or industrial speeches; parhaps some member of the Commission, or someone else, and there is no definite, steady feeding of news to the public, and very often that information that does go out is clouded by some side issue or perhaps by some subject on which the people are very strongly di-

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vided, and there is no advantage in putting it out in that way.

MR. J. A. ROSS: Do you think it is possible to tell in a simple way to be intelligible to the average readers the Hydro story; take for instance the financial features, the sinking fund, etc., How nearly can you get the story over to the public through the Press?

A - I dealt with it and I thought I delivered the story.

THE CHAIRMAN:

Of course you were an advocate of the Hydro. You were not an impartial critic?

A - Perhaps not. I believed that the Hydro was a good institution and I considered Sir Adam Beck did a good deal for the Province. My sympathies were with Sir Adam and the Hydro, and while I have never been a politician, still I have had enough experience in politics to know that there were some things which I should leave alone.

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